

# OCR Award/Certificate/Diploma in Creative iMedia

**Level 1 Award/Certificate/Diploma in Creative iMedia**

**Level 2 Award/Certificate/Diploma in Creative iMedia**

**Level 3 Award/Certificate/Diploma in Creative iMedia**

## Key features

- *The OCR Creative iMedia suite of qualifications provides candidates with high quality, industry-recognised qualifications. They are vocationally-related qualifications that provide valuable opportunities for individuals to develop skills and gain underpinning knowledge and understanding which will support entry into the Creative Media sector. They support achievement of Key Skills and relate to national occupational standards thereby providing an ideal progression to competence based qualifications once individuals are in suitable employment.*
- *The aim of OCR's Creative iMedia qualifications is to recognise the application of a range of creative media user skills, knowledge and understanding. These qualifications provide increased flexibility and choice for learners and centres, allowing them the opportunity to use any method, or combination of methods, which clearly demonstrates that the learning outcomes and assessment criteria have been met by candidates.*

## Introduction

The OCR Creative iMedia qualifications are designed to reflect the various creative and media skills that are used for different purposes within industry, and to recognise skills and knowledge already acquired through other qualifications.

Individuals need IT skills to maximise efficiency in their productivity. Using IT can range from routine word processing to evidence research, to the use of powerful application packages that are available for creating and editing media products.

# datasheet

## Target audience

The Level 1 qualifications are suitable for those in full-time education who wish to gain access to the Creative iMedia industry. It will also be suitable for those in employment who wish to develop skills in one or more specialist areas in order to meet the requirements of their workplace situation and job role; and those following part-time courses for skill development or recreational purposes.

The Level 2 qualifications are suitable for those in full-time education who wish to gain access to the iMedia industry. It will also be suitable for those in employment who wish to develop skills in one or more specialist areas in order to meet the requirements of their workplace situation and job role; and those following part-time courses for skill development or recreational purposes.

The Level 3 qualifications are suitable those in employment who wish to develop skills in one or more specialist areas in order to meet the requirements of their workplace situation and dynamic job role. It will also be appropriate for those following part-time courses for skill development or recreational purposes and those in full-time education who have some skills in this area, but wish to gain more specialist skills in order to gain access to the iMedia industry.

## Qualification content

Candidates do not have to achieve units in any particular order and teachers/tutors should tailor learning programmes to meet individual candidate needs. It is recommended that, wherever possible, centres adopt a holistic approach to the delivery of these qualifications and identify opportunities to link the units/different subjects and levels. Each unit must however be evidenced individually.

If a candidate is not able to complete a full award, their achievements will be recognised through the issue of a unit certificate listing the units achieved.

**To achieve a full qualification in the OCR Creative iMedia qualifications there is a minimum credit requirement which is indicated in the following table:**

Title	QCF Level 1 Minimum Credit Value	QCF Level 2 Minimum Credit Value	QCF Level 3 Minimum Credit Value
Award	9 (min 6 at level)	9 (min 6 at level)	10 (min 6 at level)
Certificate	20 (min 14 at level)	24 (min 16 at level)	24 (min 16 at level)
Diploma	37 (min 22 at level)	37 (min 22 at level)	45 (min 27 at level)

## Level 1 units

Unit No.	Level	Unit title	Credit value	QCA accreditation number
101	1	Pre-production skills	4	Y/600/7677
102	1	Digital media skills for asset production	4	M/600/7684
103	1	Special video effects	5	J/600/7688
104	1	Character modelling	4	J/600/7691
105	1	Sound effects	4	D/600/7700
106	1	Storytelling with a comic strip	4	T/600/7704
109	1	Exploring the digital world of media	4	R/600/7712
110	1	Interactive multimedia presentations	4	D/600/7714
111	1	Introduction to web page production	4	T/600/7718
112	1	Creating an animated object	6	T/600/7721
113	1	Digital graphics editing	4	J/600/7724
114	1	Creating a digital audio-visual sequence	6	H/600/7729
115	1	Design and test computer games	5	M/600/7734
117	1	Digital photography	4	R/600/9301

## Level 2 units

Unit No.	Level	Unit title	Credit value	QCA accreditation number
201	2	Pre-production skills	4	Y/600/7680
202	2	Digital media skills for asset production	5	T/600/7685
203	2	Video composite effects	6	L/600/7689
204	2	Character modelling	6	L/600/7692
205	2	Sound effects	5	K/600/7702
206	2	Storytelling with a comic strip	6	A/600/7705
207	2	Virtual performance	6	J/600/7707
208	2	Digital performance	6	R/600/7709
210	2	Interactive multimedia concepts	5	H/600/7715
211	2	Creating a multipage website	5	A/600/7719
212	2	Creating a digital animation	7	A/600/7722
213	2	Digital graphics editing	5	L/600/7725
214S	2	Creating a digital video sequence	5	Y/600/7730
214V	2	Creating a digital video sequence	5	D/600/7731
215	2	Game design concepts	4	T/600/7735
216	2	Developing digital games using game creation software	5	F/600/7740
217	2	Digital photography	5	D/600/9303
A218	2	Adobe rich media communication using Flash	3	T/602/5944
A219	2	Adobe web communication using Dreamweaver	3	A/602/5945
A220	2	Adobe visual communication using Photoshop	3	A/602/5945

## Level 3 units

Unit No.	Level	Unit title	Credit value	QCA accreditation number
301	3	Pre-production skills	6	H/600/7682
302	3	Digital media skills for asset production	7	F/600/7687
303	3	Video composite effects	7	F/600/7690
304	3	Character modelling	7	M/600/7698
305	3	Sound effects	6	M/600/7703
306	3	Storytelling with a comic strip	6	F/600/7706
307	3	Virtual performance	6	L/600/7708
308	3	Digital performance	6	J/600/7710
310	3	Interactive multimedia design	6	M/600/7717
311	3	Developing an enhanced website	6	M/600/7720
312	3	Creating an interactive digital animation	8	F/600/7723
313	3	Digital graphics editing	6	R/600/7726
314S	3	Creating a digital sound track	6	H/600/7732
314V	3	Creating a digital video sequence	6	K/600/7733
315	3	Game design concepts	6	A/600/7736
316	3	Developing 3D digital games using game creation software	8	J/600/7741
317	3	Digital photography	6	H/600/9304

## Progression opportunities

These qualifications have been designed to develop the skills, knowledge and understanding required to enable progression to and from qualifications along the vertical and horizontal planes in the Qualifications and Credit Framework (QCF).

An example of vertical progression could be a candidate who has achieved an OCR Level 1 Certificate in Creative iMedia then widens their specialist skills by undertaking the OCR Level 2 Certificate for IT Practitioners which could include vendor specialist units such as Cisco or Microsoft.

An example of horizontal progression could be a candidate who has achieved an OCR Level 1 Certificate in Creative iMedia then moves to OCR Level 1 ITQ Certificate in IT User Skills (QCF).

## Form of assessment

All Creative iMedia units will be moderated using the OCR provided e-portfolio solution. Centre assessors and internal verifiers are not required to hold an Assessor or Verifier qualification.

The units will be locally assessed and externally moderated. Candidates will be required to meet all the assessment objectives as stated in the unit specifications. Assessment activities will take the form of practical activities that are locally devised or OCR set. There is no set number of tasks to be performed unless otherwise specified within the unit.

Guidance on the MAPS portfolio system can be found [here](#).

## Certification

There will be opportunities for candidates to claim both full award and unit certification.

The full award certificate will show the qualification title and QCA accreditation information.

The unit certificate will also show the credit value of the unit achieved.

## Qualification support

OCR's website, [www.ocr.org.uk](http://www.ocr.org.uk), contains an area dedicated to these qualifications. The Centre Handbook includes guidance on the assessment and the units can be downloaded from this web page.

If you need clarification on any aspect of the assessment or administration of these qualifications, please contact OCR's Customer Contact Centre on **024 76 851509**.

OCR runs a regular programme of training workshops for tutors and assessors. For more details, please contact OCR's Training and Customer Support Team on **024 76 496398**.

## What to do next?

To seek approval to offer this qualification, please apply on-line following the step-by-step guide to applying for approval for vocational qualifications indicated on our 'Centre Approval' webpage.

You might be interested to know that OCR staff are available to help with any aspect of setting up a vocational assessment centre. Through an advisory telephone call or a centre visit, we can assist, not only with the completion of the form, but also provide advice on the following areas:

- identifying potential learners and marketing opportunities
- meeting OCR requirements
- identifying resourcing levels, both in terms of staff and equipment
- the documents you might need for the benefit of the learners and a smooth running centre operation

For further information, please get in touch with our **Customer Contact Centre** by phone: **(024 7685 1509)**; email: [vocational.qualifications@ocr.org.uk](mailto:vocational.qualifications@ocr.org.uk); or in writing: **OCR Customer Contact centre, OCR, Coventry Office, Westwood Way, Coventry, CV4 8JQ**.

A summary of how the approval process works is provided in our **Admin Guide for Vocational Qualifications** (publication ref. code: A850). Our **Fees Booklet** (publications ref. code: A250) lists the charges for centre evaluation, learner entries and certification. Both publications are available to download from our website [www.ocr.org.uk](http://www.ocr.org.uk)

---

[www.ocr.org.uk](http://www.ocr.org.uk)

OCR customer contact centre

### Vocational qualifications

Telephone 024 76 851509

Facsimile 024 76 851633

Email [vocational.qualifications@ocr.org.uk](mailto:vocational.qualifications@ocr.org.uk)

### General qualifications

Telephone 01223 553998

Facsimile 01223 552627

Email [general.qualifications@ocr.org.uk](mailto:general.qualifications@ocr.org.uk)

*For staff training purposes and as part of our quality assurance programme your call may be recorded or monitored.*

© OCR 2013 Oxford Cambridge and RSA Examinations is a Company Limited by Guarantee. Registered in England. Registered office 1 Hills Road, Cambridge CB1 2EU. Registered company number 3484466. OCR is an exempt charity.

